

REMARKS:

Priority under 35 U.S.C. 119

The Office Action indicates that a certified copy of the priority document has not been received by the Office. This application is a nationalized PCT application. A certified copy of the priority document should have been sent to the Office from the WIPO. Applicants will provide the Office a certified copy of the priority document in due course.

CLAIM OBJECTIONS

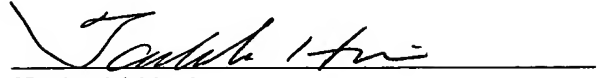
In the above amendment, Applicants have cancelled the original claims and presented new claim sets. Therefore, the claim objections to the original claims are obviated.

CLAIM REJECTIONS UNDER 35 U.S.C. 103(a)

Claims 1-17 were rejected under 35 U.S.C. 103(a) as being unpatentable over Dimitriadis. New claims 18-52 basically contemplate a communication system in which broadcast information → user request → incentive information → service request. In other words, in the claims, in response to a user request generated in relation to received broadcast information, incentive information for promoting a service is sent to a mobile terminal and that the mobile terminal communicates via a mobile communication network to a service facility in order to receive the service from the service facility.

On the other hand, Dimitriadis discloses nothing but a simple advertising system. Dimitriadis states that as vehicle 10 passes by or near such geographic points of interest 14, the receiving device of vehicle 10 holding a related advertisement automatically presents such advertisement whereby the operator of vehicle 10 is exposed to an advertisement for goods or services at a near by location. There is nothing in Dimitriadis that discloses or teaches the present invention.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Tadashi Horie", is written over a horizontal line.

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